

# INTRODUCTION TO HOSPITALITY MANAGEMENT AND OPERATIONS

**Course Code: 5478**

Introduction to Hospitality Management and Operations is designed to explore the nature, concepts and impact of the hospitality industry. This course focuses on foundational information about the industry and includes: career exploration, communication, human relations, interpersonal skills, safety and sanitation, the history of the hospitality industry, and hospitality segments. Integration of a student organization, Family Careers, and Community Leaders of America (FCCLA), or DECA greatly enhances this curriculum.

**Objectives:**

Students will:

1. explore careers in the hospitality industry.
2. develop a career portfolio.
3. examine communication, human relations, and interpersonal skills.
4. demonstrate safety and sanitation techniques.
5. research the history of the hospitality industry.
6. identify the hospitality segments.

**Credit:**

1 unit

**National Certification:**

Lodging Management Program (LMP)  
and  
Certified Rooms Division Specialist (CRDS)  
South Carolina Hospitality Association  
3612 Landmark Drive Suite B  
Columbia, South Carolina 29204  
[www.schospitality.org](http://www.schospitality.org)

**Recommended grades:**

9-11

**Prerequisite:**

none

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**Textbook Information:** <http://www.sctextbooks.com/>

**High School Education:** bell person, cashier, dining room attendant, dishwasher, kitchen assistant, laundry attendant, pastry cook, steward, room service order taker, reservations agent, lodging facilities attendant, host/hostess/greeter

**Postsecondary Education:** assistant housekeeping manager, assistant human resources director, employee relations manager, housekeeping manager, sales representative, social director, executive steward, theme park/amusement parks group event manager, resort supervisor

**Postgraduate Education:** corporate manager, director of sales and marketing, family and consumer sciences educator, front office manager, general manager, human resources director, lodging manager, public relations director

## **Standards Revision Committee:**

Velvet Clay  
St. Johns High School

Norma Lynn  
Dutch Fork High School

Dwaine Collier  
Donaldson Career Center

Douglas O'Flaherty  
Tourism Hospitality Education Foundation

Ginger Hill  
Floyd D. Johnson Career Center

Olivia Young  
Fowler Hospitality

Marlene Johnson  
Lee County Career Center

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## **A. Hospitality and Tourism Career Exploration**

1. Research information about careers in hospitality and tourism.
2. Develop an electronic career portfolio.
3. Demonstrate the importance of professional dress and grooming for employment practice.
4. Discuss the importance of professional and ethical behavior on the job.
5. Explore postsecondary training and educational opportunities.

## **B. Communication, Human Relations, and Interpersonal Skills**

1. Demonstrate service methods that meet the expectations of customers.
2. Discuss the impact customer relations have on success of the hospitality industry in a diverse setting.
3. Describe the verbal, nonverbal, and written communication skills needed in a hospitality setting.
4. Analyze ways of dealing with stress and conflict in the workplace.
5. Examine techniques to communicate with diverse groups such as international travelers, disabled workers or guests, and special needs populations.

## **C. Safety and Sanitation**

1. Explain safety and sanitation standards as they relate to different departments.
2. Analyze current safety issues important to the industry.
3. Identify industry regulatory agencies/organizations (OSHA and DHEC).
4. Examine health issues related to the hospitality and tourism industry.

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## **D. History of the Hospitality Industry**

1. Research the evolution of the hospitality industry.
2. Discuss the state and local history of the hospitality industry.
3. Compile the reasons for growth in the hospitality industry.
4. Explore the impact technology has had on the hospitality industry.

## **E. Hospitality Segments**

1. Identify individual components and employment related to rooms division.
2. Identify individual components and employment related to the food and beverage division.
3. Identify individual components and employment related to the hospitality partners (recreation, entertainment, attractions, and travel services).